GENERALI ASIA REGIONAL NEWS

GENERALI INDONESIA’S 2ND ANNIVERSARY

Jakarta- Generali Indonesia recently celebrated its 2nd anniversary. The celebration involved management and staff in various activities for one week. During his speech, Mr. Edy Tuhirman, CEO and President Director, expressed his gratitude and appreciation to all the employees, for their daily commitment, passion and hard work in building the company from its foundations.

GENERALI CHINA LIFE: CIRC APPROVES FOR ESTABLISHMENT DANDONG CENTRAL SUB-BRANCH OF LIAONING BRANCH AND LINYI CENTRAL SUB-BRANCH OF SHANDONG BRANCH

Recently, Generali China Life Insurance Company Ltd. Dandong Central Sub-branch of Liaoning Branch and Linyi Central Sub-branch of Shandong Branch have been approved for establishment by CIRC (China Insurance Regulatory Commission). The two organizations are now under preparation.

The approval for the establishment of Dandong Central Sub-branch and Linyi Central Sub-branch by CIRC (China Insurance Regulatory Commission) marked that GCL has made new progress in the service network in Northeast Region and Eastern China.

At present GCL has more than 40 subordinate entities in Guangdong province, Beijing, Shanghai, Shenzhen, Jiangsu province, Liaoning province, Sichuan province, Shaanxi province and Shandong province.
Mumbai- Future Generali launched Future Generali Select Insurance Plan, a ULIP marking a first of products introductions in a new customer friendly regime. Future Generali was among the first Life Insurance companies to file its new ULIP products and get approval by the Indian Regulator, IRDA (in line with the new ULIP guidelines that came into effect from September 1st 2010) and was confident that Future Generali Select Insurance Plan could lead the way for more products from the industry that offer lower charges, higher allocations, increased protection and transparency – thereby increasing the attractiveness of the category itself.

Future Generali is currently active through 191 offices and over 45,000 licensed advisors. Besides this large network of agents and offices, Future Generali also actively offers its Total Insurance solutions across Future Group malls.
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GENERALI CHINA LIFE INSURANCE: SHENZHEN BRANCH AND GCL SICHUAN BRANCH AWARDS

GCL Shenzhen Branch and GCL Sichuan Branch have recently received two significant awards.

On the occasion of the celebrations for the 30th anniversary of the establishment of Shenzhen Special Economic Zone Shenzhen Economic Daily held “The Financial image that best represents 30 years of Shenzhen” selection, GCL Shenzhen Branch was awarded “The Most Promising Financial Brand”.

Chengdu Municipal Government Finance Office and Chengdu Daily in Sichuan Province recently awarded GCL Sichuan Branch as “The Most Trusted Insurer”. The Branch distinguished itself, gaining public recognition, in virtue of its insurance awareness campaign started in the first half of 2010: “Great experience, first-line insurance services”.

OUR PEOPLE: APPOINTMENT ANNOUNCEMENTS

Mr. Girish Kulkarni - UAE-Dubai as General Manager - Asia Regional Office

Mr. Girish Kulkarni has been appointed by Assicurazioni Generali S.p.A. Asia Regional Office to take up a new role in a newly established operation in UAE-Dubai as General Manager effective 1st July 2010. The new operation will be focusing on Direct Life Insurance Business in the UAE.

Girish joined Generali Asia as Head of New Distribution Projects effective 1st January, 2009. Before his joining the Asia Regional office, Mr. Kulkarni worked with our Indian operation - Future Generali Life Insurance Company Limited as Chief Marketing Officer and was one of the core team members since the starting of our India operations. He was also the member of the Board of Future Generali.

Mr. John Wong – Senior Manager, Individual Life Division

Mr. John Wong has joined our Hong Kong Branch as Senior Manager, Individual Life Division. Prior to joining Generali, John assumed various senior management positions in Sun Life Financial Hong Kong and HSBC Insurance.
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**GENSOCIETY**

GCL BEIJING BRANCH: CHILDREN, EDUCATION AND CULTURE AT THE EXPO!

General China Life Insurance’s attention and support towards children and their education brought the GCL Beijing Branch to sponsor Xiangying Middle School students and teacher to visit 2010 Shanghai World Expo and to participate in the event “2010 Zhixin Jiejie Shanghai World Expo Summer Camp” held by China Children’s Press & Publication Group Zhixin Jiejie Activity Board. The event aimed at giving the opportunity to the youngsters to broaden their international view through experiential learning in a unique setting.

![Xiangying middle school students at the 2010 World Expo Shanghai](Photo Credit: Mr. Zhao yongqi)

**GENSPORT**

FUTURE GENERALI SPONSOR AT SRI-LANKA’S TRI-SERIES

Whenever India is playing cricket, it rules the media space. Future Generali therefore decided to make its first step in the popular national sport in the India – Sri Lanka – New Zealand tri-series played in Sri...
Lanka. The six one day matches plus finals saw FG branding on the field as well and was watched closely by cricket crazy fans across the three countries. From a branding standpoint this sponsorship opportunity was a coup, a great brand exposure occasion. As a part of it, Future Generali created an FG branded award – FG safest hands of the series – that was handed out by Future Generali India Life Insurance CEO, Mr. Deepak Sood, on the day of the finals.

Mr. Deepak Sood, CEO Future Generali Life Insurance, handing over the Future Generali ‘Safest Hands of the series’ trophy & award cheque to Mr. Dinesh Karthik of the Indian cricket team after the finals of the Micromax Tri-series between India, Sri Lanka and New Zealand at Dambulla (Sri Lanka) Limited.
**GENERALI ASIA NEWS...LETTER**

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**GENCURIOS...did u know that...**

- Did you know that since 2009 2.0 website “generation-responsable.com” has been expressing Generali’s social commitment?

**DID YOU KNOW THAT SINCE 2009 2.0 WEBSITE “GENERATION-RESPONSABLE.COM” HAS BEEN EXPRESSING GENERALI’S SOCIAL COMMITMENT?**

This 2.0 website expresses – by supporting solidarity plans and by making people more aware – the dynamism of a company fully sharing today’s context: participative and committed to a better future. Over the last decade Generali France has started its engagement in sustainable development, which has become the catalyst of all the Company’s activities: HR policy, assets management, risk prevention and the sustainability-oriented products. The creation of the generation-responsable.com website follows this approach, in order to support and emphasize the best social initiatives within the community, in personnel recruiting, in fair trade economy, in saving plans and environmental protection.

The platform uses 2.0 web’s collaborative tools (blog, multimedia archives, shared planners…) and is addressed to associations, projects promoters and all those willing to volunteer for single initiatives, with the possibility to get a direct feedback. The promotion of participants and their projects leads to immediate web visibility – thanks to the editorial activity of Reporters d’Espoirs press agency – and to the publication on different supports (newsletter, brochure, web banner, Twitter etc.) So far the outcome - considering the innovative aspects and the target audience having sometimes little experience with new technologies - is encouraging. The website celebrates its first anniversary with 200 projects involving 15 000 potential volunteers.

For more information you may check:
- Génération Responsable http://www.generation-responsable.com/

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